

Appln No. 09/923,829

Amdt date November 16, 2004

Reply to Office action of September 17, 2004

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A computer-implemented method for incentive advertising, comprising:

receiving by a processing device a viewer profile, the viewer profile including a viewer identification;

selecting by the processing device advertising content based on the viewer profile;

sending by the processing device the advertising content for display to a viewer;

transmitting by the processing device ~~to the viewer~~ a viewer reaction query associated with the selected advertising content;

recording by the processing device a viewer response to the viewer reaction query;

storing in a data store coupled to the processing device a viewer identifier for the viewer in response to receipt of the viewer response;

querying the data store for stored viewer identifiers satisfying a pre-determined criterion; and

selecting a particular viewer identifier from the stored viewer identifiers wherein the particular viewer associated with the particular viewer identifier is awarded an incentive.

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2. (Previously Presented) The method of Claim 1, wherein the incentive is an entry into a game of chance.

3. (Original) The method of Claim 1, wherein the viewer response is a single value indicating the viewer's preference for the advertising content.

4. (Original) The method of claim 1, wherein the viewer response is the viewer's answer to an advertiser's question.

5. (Original) The method of claim 4, wherein the advertiser's question is customized by the advertiser to accompany the advertising content.

6. (Original) The method of claim 1, further comprising:
receiving a first viewer's comments about a brand;
generating a chat broadcast message from the first viewer's comments;
transmitting the chat broadcast message to a plurality of viewers.

7. (Previously Presented) A data processing system adapted for incentive advertising, comprising:
a processor; and
a memory operably coupled to the processor and having program instructions stored therein, the processor being operable to execute the program instructions, the program instructions including:
receiving a viewer profile, the viewer profile including a viewer identification;

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selecting advertising content based on the viewer profile;
sending the advertising content for display to a viewer;
transmitting to the viewer a viewer reaction query
associated with the selected advertising content;
recording a viewer response to the viewer reaction query;
storing in a data store a viewer identifier for the viewer
in response to receipt of the viewer response;
querying the data store for stored viewer identifiers
satisfying a pre-determined criterion; and
selecting a particular viewer identifier from the stored
viewer identifiers, wherein the particular viewer associated
with the particular viewer identifier is awarded an incentive.

8. (Previously Presented) The data processing system of Claim 7, wherein the incentive is an entry into a game of chance.

9. (Original) The data processing system of Claim 7, wherein the viewer response is a single value indicating the viewer's preference for the advertising content.

10. (Original) The data processing system of claim 7, wherein the viewer response is the viewer's answer to an advertiser's question.

11. (Original) The data processing system of claim 10, wherein the advertiser's question is customized by the advertiser to accompany the advertising content.

12. (Original) The data processing system of claim 7, the program instructions further including:
receiving a first viewer's comments about a brand;

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generating a chat broadcast message from the first viewer's comments;

transmitting the chat broadcast message to a plurality of viewers.

13. (Previously Presented) The method of claim 1 further comprising:

transmitting to the particular viewer a notification associated with the awarded incentive.

14. (Previously Presented) The method of claim 1, wherein the viewer identifier is an internet protocol address.

15. (Previously Presented) The method of claim 1, wherein the pre-determined criterion includes a range of dates.

16. (Previously Presented) The method of claim 1, wherein the viewer profile includes advertising content viewing preferences of the viewer.

17. (Previously Presented) The method of claim 1, wherein the viewer profile further includes a language preference of the viewer.

18. (Previously Presented) The data processing system of claim 7, wherein the program instructions further comprise:

transmitting to the particular viewer a notification associated with the awarded incentive.

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19. (Previously Presented) The data processing system of claim 7, wherein the viewer identifier is an internet protocol address.

20. (Previously Presented) The data processing system of claim 7, wherein the pre-determined criterion includes a range of dates.

21. (Previously Presented) The data processing system of claim 7, wherein the viewer profile includes advertising content viewing preferences of the viewer.

22. (Previously Presented) The data processing system of claim 7, wherein the viewer profile further includes a language preference of the viewer.